



## High-level mission of Commissioner Phil Hogan to Canada, 1 -3 May 2017

### Programme of Activities for the Business Delegation

<b>DAY 1: Sunday 30 April 2017 – TORONTO</b>					
all day	<ul style="list-style-type: none"> <li>- Travel / Arrival from Europe to Toronto</li> <li>- Pick-ups arranged from airport to the hotel</li> <li>- Registration of participants and check in the hotel</li> </ul>				
19.00	- Internal networking dinner				
<b>DAY 2: Monday 1 May 2017 – TORONTO</b>					
9.00 - 12.00	<p>- Introductory seminar on doing business in Canada</p> <p><b>Objective:</b> To provide the EU business delegation from the food and beverage sector with a practical overview of the business environment and market opportunities in Canada, including new ones</p> <table border="1" style="width: 100%; margin-top: 10px;"> <tr> <td style="width: 20%;">9.00h-9.15</td> <td>Registration</td> </tr> <tr> <td>9.15h-9.35</td> <td><b>Moderator: Lene Naesager, Acting Director, Directorate "Quality, Research &amp; Innovation, Outreach"</b></td> </tr> </table>	9.00h-9.15	Registration	9.15h-9.35	<b>Moderator: Lene Naesager, Acting Director, Directorate "Quality, Research &amp; Innovation, Outreach"</b>
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	<p><b>Welcome remarks.</b> CETA: Opportunities and challenges for the EU agri-food sector.</p> <p><b>Speaker:</b> Jeffrey Graham, Partner/Senior Expert, Borden Ladner Gervais LLP (BLG)</p>
9.35h-9.55	<p><b>Topic:</b> F&amp;B market in Canada, local culture and consumer preferences. Emerging trends in retail and distribution channels and emerging market opportunities.</p> <p><b>Speaker:</b> Virginia Zimm, Director, FayeClack Communications</p> <p>Q&amp;A</p>
9.55h-10.10	<p><b>Coffee break</b></p>
10.10h-10.30	<p><b>Topic:</b> F&amp;B industry key challenges in marketing, labelling and distribution for the F&amp;B industry in Canada: Business recommendations including selecting local partners (do's and don't's). Reference to practical cases.</p> <p><b>Speaker:</b> Peter Murphy, Murphy &amp; Partners</p> <p>Q&amp;A</p>
10.30h-10.50	<p><b>Topic:</b> The regulatory environment in Canada with respect to F&amp;B imports</p> <p><b>1/ 'Safe food for Canadians act'. Implications for EU exporters</b></p> <p><b>Speaker:</b> Canadian Food Inspection Agency (CFIA)</p>
10.50h-11.20	<p>-----</p> <p>→ <i>Specific sessions per category of products</i> *</p> <p><b>2/ SPS requirements and step by step guide to product registration. Food hygiene and safety standards in Canada</b></p>

	11.20h-11.50	<p><b>Meat &amp; Meat Products:</b> Keith Mussar, Vice President, I.E. Canada  <b>Fruit &amp; Vegetables:</b> Keith Mussar, Vice President, I.E. Canada  <b>Dairy:</b> tbc  <b>Alcoholic Beverages:</b> LCBO representative</p> <p><b>3/ Customs information</b></p> <p><i>Subtopic: Rules of Origin</i></p> <p><b>Meat &amp; Meat Products:</b> tbc  <b>Fruit &amp; Vegetables:</b> tbc  <b>Dairy:</b> Fouzia Dine, Trade Advisor, French Embassy, Ottawa  <b>Alcoholic Beverages:</b> LCBO representative</p>
12.00 - 13.00	- Lunch	
13.00 - 15.00	<p>- Business Forum inviting local buyers, importers, distributors</p> <p><b>Objective:</b> To provide Canadian buyers with an overview of the strengths of the EU Food and Beverage, its quality, safety and diversity</p> <hr/> <p><b>13.00-13.15</b>                      <b>Registration and Coffee</b></p> <hr/> <p><b>13.15-13.20</b>                      Welcoming remarks by Lene Naesager, Acting Director, Directorate "Quality, Research &amp; Innovation, Outreach"</p> <p><b>Topic: The EU Dairy sector</b></p> <hr/> <p><b>13.20-13.30</b>                      <b>Speaker:</b> Ornuia Cooperative (Ireland - Roisin Hennerty, President Ornuia Foods North&amp;Latin America)</p> <p><b>13.30-13.40</b></p>	

**Speaker:** COQUEYA (Spain – Thomas Gonzalez, Export Director)

**Topic: The EU Meat & Meat products sector**

**13.40-13.50** **Speaker:** Danish Crown (Denmark - Knud Buhl)

**13.50-14.00** **Speaker:** VION Food Group (Germany and The Netherlands - Wilhelm Habres)

**Topic: The EU Alcoholic Beverages**

**14.00-14.10** **Speaker:** Spirits Europe (EU - Paul Skehan, Director General)

**14.10-14.20** **Speaker:** Cantina Tollo (Italy - Vincenza Alboini, Export Manager)

**Topic: The EU Fruit & Vegetable sector**

**14.20-14.30** **Speaker:** EUCOFEL - European Fruit and Vegetables Trade Association (EU - Alba Ridaou-Bouloumié, Secretary General)

**14.30 -14.40** **Speaker:** SEVITEL - Greek Association of Industries and Processors of Olive Oil (Greece - Evangelos Divaris)

**Topic : GI System**

**14.40.14.50** **Speaker:** Alleanze Cooperative Italiane Agroalimentare (Italy - Micol Bertoni)

**14.50-15.00** **Closing remarks by moderator**

15.00 - 19.00

- 'B2B matchmaking' meetings, presentations on European products and food tasting products / displays. Including coffee

	break
20.00	- Internal dinner with Commissioner and business delegation
<b>DAY 3: Tuesday 2 May 2017 – TORONTO (SIAL – Enercare Center Toronto)</b>	
10.00 - 12.00	'B2B matchmaking' meetings
noon	- 'One-on-one' interviews with journalists  - Free time to visit SIAL & EU pavilion
12.30 - 1 3.30	- General information's session on CETA agreement  'CETA: Create new opportunities for your agribusiness! ' <b>Venue:</b> SIAL <b>Objective:</b> <ul style="list-style-type: none"> <li>• To provide a platform for Commissioner and Canadians high officials to 'celebrate' CETA surrounded by EU producers / Canadian buyers, strengthening the relationship between both regions</li> <li>• To inform Canadian companies on the main concrete benefits linked to buying EU products, trading and investing with Europe in the context of CETA</li> <li>• To give additional opportunity to the business delegation to network and make contacts with local buyers</li> </ul> <b>Moderator:</b> Mr John Clarke, Director, Directorate A 'International' (DG Agriculture and Rural Development) <b>Abstract:</b> 'The Comprehensive Economic and Trade Agreement, or CETA, is a trade agreement between the EU and Canada. Many customs duties on farm produce, processed foods and drinks will disappear creating new export opportunities for EU farmers and producers. The session will provide an overview about the main achievements and useful business information in regards to the main sector of products: wines and spirits, fruit and vegetables, meat, processed products, cheese and Europe's

14.00 - 16.00	traditional specialities (known as 'geographical indications').	
	12.00h-12.30h	<b>Registration</b>
	12.30h-13.00h	<p><b>Moderator: John Clarke, Director, Directorate A "International"</b></p> <p>12.30-12.40: John Clarke - Future for EU-Canada trade in agri-foods - Overview of the main achievements</p> <p>12.40h-12.50h: Mr. Lawrence MacAulay, Canadian Minister of Agriculture</p> <p>12.50h-13.00h: Mr. Phil Hogan, EU Commissioner for Agriculture and Rural Development</p>
	13.00h-13.15h	<p><b>Topic:</b> Road to success: CETA and the future of EU-Canada trade. Case study for EU Companies.</p> <p><b>Speaker:</b> 'FoodDrinkEurope' - Ms Mella Frewen, General Director</p>
	13.15h-13.25h	<p><b>Topic:</b> What does CETA mean for Canadian companies? Case study for the supply chain.</p> <p><b>Speaker:</b> President of Canadian Importers and Exporters Association - Ms. Joy Nott ( TBC)</p>
	13.25h-13.30h	<b>Closing remarks by the Moderator</b>
	<p>- Official Opening of SIAL in presence of Commissioner Hogan and local authorities</p> <p>15.00: ' Tour of the SIAL' starting from EU Pavilion with short speech from Commissioner</p>	

20.00-20.30	- Welcome Cocktail
20.30	- Official dinner with Commissioner, EU Embassies and government officials, representative of SIAL National pavilions, presence of key buyers
<b>DAY 4: Wednesday 3 May 2017 - TORONTO</b>	
9.30 - 12.00	- Retail visits in at least 3 different shops, big & smaller shops, confirmed: 1) Loblaws (large retailer) 2) Pusateri's (small retailer) 3) Metro (large retailer)
12.30 - 13.30	- Debriefing meeting with Commissioner - Lunch
14.00 - 18.00	- Field trip visits • F&V : Pride Pak Canada • Dairy : Parmalat Canada • Meat & Meat products : Speducci's • Alcoholic Beverages: LCBO • All (depending on interest) : Food Innovation & Research Studio
evening	- End of the official programme - Travel back to Europe